\*\*\*Project plan

\*\*\*Work breakdowns structure

Communications plan

Risk plan

Research competitors; what can we do better or to differentiate yourself. Why would someone use our service compared to our competitors

Mobile or website

Talk to tradespeople

What does customer base look like? → new/young homeowners who need someone for small jobs

Connect with contractors to add a segment to our customer base

Get this process done before you can tell your story

How is it valuable enough to make money?

Prototype presentation puts it all together to reinforce this story

Survey, interviews,

2 weeks → consider storyboards how it’s going to flow

What will screens look like? Etc. how will prototype/app flow? (no one cares how you log in)

<http://www.trade-schools.net/directory/complete-program-directory.asp>